

**THE ANALYSIS OF INDONESIAN CONTENT CREATORS'
PRONUNCIATION IN THEIR TIKTOK POSTS**

THESIS



by:

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FACULTY OF TARBIYAH

STATE ISLAMIC INSTITUTE OF KEDIRI

2025

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THESIS

Presented to

State of Islamic Institute (IAIN) Kediri

In Partial Fulfillment of the Requirements

For the Degree of Sarjana in English Language Education

by:

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I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicated in quotations and references. No portion on this work has been submitted in support of an application for another degree or qualification of this or any other university or institution of higher education. Due to this fact, I am the only person who is responsible for this thesis if there is any objection or claim from others.

This thesis is to fulfill the requirement for the degree of Sarjana (S1) in English Study Program, State Islamic Institute of Kediri.

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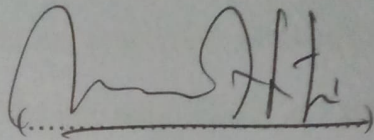
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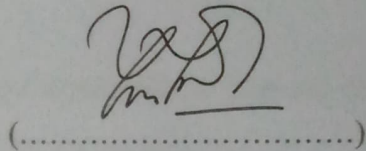
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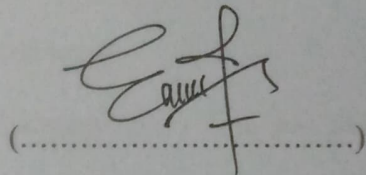
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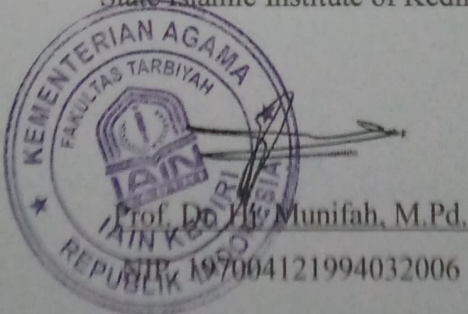
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DEDICATION

I dedicate this thesis to:

1. The Lord of this world, Allah SWT, who has blessed me with strength and perseverance.
2. The Prophet Muhammad SAW who always guides us from the darkness to lightness.
3. My parents, my second sponsors, who always support and pray for me.
4. All my lecturers of IAIN Kediri, especially for my respectable advisors Dr. Toyyibah, S.S., M.Pd and Eni Prasetyowati, M.Pd who always guide and give attention on my thesis process and progress.
5. My elder brother, my first sponsor, who always inspire me an amazing life lesson-learned. Thank you for becoming my main sponsor, Bro.
6. All of my friends who always support me not to give up.
7. My own self, thank you for keeping yourself stronger every time you pass any ups and downs.

ACKNOWLEDGEMENTS

Alhamdulillahirabbil'alamin, the researcher wants to thank to Allah who has given perseverance, guidance and blessings for me to finish this thesis. Peace and bless are upon Prophet Muhammad SAW. Moreover, without much help from these following people, it is nearly impossible for her finishing her thesis. The researcher would like to express great appreciation and thank you to:

1. Dr. Wahidul Anam, M.Ag as the Rector of State Islamic University (UIN) of Syekh Wasil.
2. Prof. Dr. Hj. Munifah, M.Pd as the Dean of Tarbiyah Faculty, State Institute for Islamic Studies (IAIN) Kediri.
3. Nur Afifi, M. App. Ling, Ph.D as the Head of English Department, State Institute for Islamic Studies (IAIN) Kediri.
4. Dr. Toyyibah, S.S., M.Pd and Eni Prasetyowati, M.Pd. my respectable advisors who guided me throughout my thesis. They made invaluable contributions and supported me during this study.
5. All of my lecturers in UIN Kediri.

Kediri, June 2025

The researcher



Wahyu Setyawati

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MOTTO

“We are more than what we do, much more than we accomplish, far more than what we possess.”

(William Arthur Wards)

ABSTRACT

Setyawati, Wahyu. 2025. The Analysis of Indonesian Content Creators' Pronunciation In Their Tiktok Posts. State Islamic University of (UIN) Syekh Wasil, Faculty of Education, English Education Department, Advisor I Dr. Toyyibah, S.S., M.Pd, Advisor II Eni Prasetyowati, M.Pd.

Keyword: Pronunciation, TikTok, Content creators.

Pronunciation is one of the key to a better understanding in communication. Day by day, people understand this needs and start learning pronunciation. As the technology growing, learning pronunciation is not only by textbook but also from social media. One of the most popular social media is TikTok. It shares short videos. Many content creators post videos about English pronunciation. They got a good perception by users. This makes the researcher curious to find a better understanding in creators' English pronunciation.

This study used descriptive qualitative research. The data is collected from video about pronunciation such as pronunciation tips, accent, common mistake, and et cetera on TikTok. Those videos are from seven Indonesian content creators that shares about English and already have more than one million likes. To analyse the data, the researcher used ELSA Speak. This application is used to give a score and find the sound that mispronounced.

The result showed that content creators generally have a good pronunciation with score more than 80% based on ELSA Speak analysis. In vowel, the content creators don not have a problem in pronouncing /ɔɪ/, /ə/ and /ɜ/. While in consonant, they do not have a problem in pronouncing /b l r w h f j g ŋ m/. However, they still make few mistakes in vowels and consonant. Sometimes, they are still mispronouncing /ʌ/, /ɔ/, /i/, /u/, /ɪ/, /æ/, /ɛ/, /ʊ/, /ɑ/ in vowel sounds and /n d z v ɟ ʒ θ ʃ t p k s tʃ/ in consonant sounds. In pronouncing diphthong, the content creators usually omitted the last sounds such as the word "April" /eɪ.prəl/, they pronounced it /eɪ.prəl/. Sometimes, they also change the final sound such as 'go' /goʊ/ pronounced as /go/. In pronouncing monophthong, the content creators usually changed a sound into another sound for example the word "Onion" /ʌnjən/, the /ʌ/ sound is pronounced /ɔ/ because the letter "O" is usually pronounced /ɔ/ in Indonesian language. In consonant, some sounds are omitted, for example if there is a /d/ preceded by /n/, they will omit /d/ sound such as in "And" and "girlfriend." Moreover, they also changed the sounds, for example, the word "five" and "Viewers". The "v" sound is voiced but the content creators pronounced it voicelessly. There are some reasons why they mispronounced these sounds such as language interference, lack of practice, or lack of knowledge.

TABLE OF CONTENTS

THESIS TITLE	i
DECLARATION OF AUTHENTICITY.....	ii
APPROVAL PAGE	iii
RATIFICATION SHEET	iv
DEDICATION	v
ACKNOWLEDGEMENTS	vi
MOTTO	vii
ABSTRACT.....	viii
TABLE OF CONTENTS.....	ix
LIST OF TABLE	xi
LIST OF FIGURE.....	xii
LIST OF APPENDIX	xiii
CHAPTER 1 INTRODUCTION	1
A. The Background of the Study	1
B. Research Question.....	5
C. The Objective of the Study	5
E. The Significance of the Study	5
F. The Definition of the Key Terms	6
CHAPTER II REVIEW OF RELATED LITERATURE	8
A. Social Media for Learning Pronunciation	8
B. TikTok.....	9
C. Pronunciation	11
D. ELSA Speak for Pronunciation Analysis	18
E. Previous Study	20
CHAPTER III RESEARCH METHODS	24
A. Research Design.....	24
B. Data Sources.....	24
C. Research Instruments	26

D. Data Collection Technique.....	26
E. Data Analysis Techniques.....	28
F. Validity of the Data.....	29
CHAPTER IV FINDING AND DISCUSSION.....	31
A. Research Finding.....	31
B. Discussion	40
CHAPTER V CONCLUSION AND SUGGESTION	44
A. Conclusion	44
B. Suggestion.....	44
REFERENCES.....	46

LIST OF TABLE

Table 1: TikTok Accounts' Total Videos and Words	25
Table 2: Score Scale of Pronunciation based on ELSA Speak: English Learning Application.....	28
Table 3 Scores for Monophthong.....	34
Table 4 Frequency of Content Creators' Monophthong Mispronunciation	36
Table 5 Frequency of Content Creators' Voiced Consonant.....	37
Table 6 Frequency of Content Creators' Unvoiced Consonant	38
Table 7 Frequency of Content Creators' Flap	38
Table 8 Content Creators' Consonant Mispronunciation	38

LIST OF FIGURE

Figure 1 Content Creators' Pronunciation Score based on ELSA Speak: ENglish Learning Application.....	31
Figure 2 Scores for Diphthong.....	32

LIST OF APPENDICES

APPENDIX 1 VIDEO TRANSCRIPT	53
APPENDIX 2 SCORES	67
APPENDIX 3 THE FREQUENCY OF THE SUBJECT IN PRONOUNCING THE SOUNDS	128
APPENDIX 4 CURRICULUM VITAE	133